



MARGA – Our new hobby

Just imagine you become a board member of a company overnight. Sounds exciting, doesn't it? Just imagine you have actually volunteered for it – great! Now you hold the fortunes of this company in your hands and you only have limited management knowledge. Latest at this point, our ambition was aroused.

Participating in the MARGA business simulation is an optional part of the German 'Führungskräfteentwicklungsprogramm' (FEP) of Deutsche Telekom. Some participants of the FEP did not take the chance to participate in MARGA, since this means a lot of additional work. But we did not consider the business simulation as a duty or a burden. We considered it as our new hobby.

We – Matthias Litzke and Martin Stange – met each other at the FEP Kick-Off, were assigned as board members to the same MARGA company and immediately got along very well. For some weeks, we tried to find a third board member, but we remained two board members after all.

We learned

After an introduction by the MARGA trainers, we logged in to the online software for the first time. Although the software is well structured, we felt overwhelmed by the amount of possible settings at first.

Based on the initial scenario, which contains all relevant factors and possible settings, we started the first planning period of the test round. All four companies in our market started with the same market conditions (market shares, products, prices, etc.). We changed prices and marketing budgets, we hired new employees, bought new machines and excitedly expected the first results. The slogan claims 'Either you win or you learn'. We learned! In the second test period, we made radical changes concerning the product decisions as recommended by the MARGA trainers. Thus, we got a feeling for how the markets react.

Will we make it?

Now that we had made some experiences and were familiar with the software, we worked out a strategy for the main round (qualification round, from which only the group winners reach the final): Which product will we focus on and which one will be of secondary importance? At this point, we finally had become a real team. Each of us analyzed the results of the previous period and worked out different scenarios for the current planning period in the simulation software. After that, we met for the final planning in virtual team sessions. All decisions were discussed and finally taken together. We really had a lot of fun...



After three of five periods of the main round, we recognized that we were pretty successful apparently – and ranked first in our competitive group concerning the key success figure MARGA Value Added. Will we make it and win the main round? We became more and more professional in analyzing the market reports and making product decisions – and thus we reached the final.

The final

Following the motto ‘It’s the taking part that counts’, we had already reached our target for the main round with getting into the final. Again, there were five periods and the same initial situation for all companies. But this time, we were very aware of the fact that we competed with the three other group winners of the main round now. For preparation, we discussed possible strategies for our products. We had a plan – and we were successful with it. At the end, it was a nip-and-tuck race with one other company, but we caught the other team on the line – and won!



Martin Stange and Matthias Litzke, Deutsche Telekom

‘Just imagine you become a board member of a company overnight.’ Unfortunately, this hobby is finished now. We had a lot of fun and we playfully gained an enormous knowledge, which certainly will be useful for our future tasks. We thank our competitors who made this experience so very exciting, the MARGA trainers who answered all our questions anytime, and our HR department which made this experience possible for us.